	Application No.	Applicant(s)		
Notice of Allowability	10/003,714	CHANG ET AL.	CHANG ET AL.	
	Examiner	Art Unit		
	Kieu D Vu	2173		
The MAILING DATE of this communication ap All claims being allowable, PROSECUTION ON THE MERITS herewith (or previously mailed), a Notice of Allowance (PTOL-8 NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT of the Office or upon petition by the applicant. See 37 CFR 1.3	IS (OR REMAINS) CLOSED (5) or other appropriate comm RIGHTS. This application is	in this application. If not included nunication will be mailed in due co	ourse. THIS	
1. This communication is responsive to <u>The Amendment fin</u>	led 05/30/04.			
2. X The allowed claim(s) is/are 1-11 and 13-16 (renumbered	<u>l as 1-15)</u> .			
3. \boxtimes The drawings filed on $30 May 2004$ are accepted by the	Examiner.			
 4. ☐ Acknowledgment is made of a claim for foreign priority a) ☐ All b) ☐ Some* c) ☐ None of the: 1. ☐ Certified copies of the priority documents hat 2. ☐ Certified copies of the priority documents hat 3. ☐ Copies of the certified copies of the priority (International Bureau (PCT Rule 17.2(a)). * Certified copies not received: 	ive been received. ive been received in Applicat	on No	on from the	
Applicant has THREE MONTHS FROM THE "MAILING DATI noted below. Failure to timely comply will result in ABANDON THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.		e a reply complying with the requi	irements	
5. A SUBSTITUTE OATH OR DECLARATION must be sub INFORMAL PATENT APPLICATION (PTO-152) which g			TICE OF	
 CORRECTED DRAWINGS (as "replacement sheets") m (a) including changes required by the Notice of Draftsport 1) hereto or 2) to Paper No./Mail Date (b) including changes required by the attached Examine Paper No./Mail Date Identifying indicia such as the application number (see 37 CFF each sheet. Replacement sheet(s) should be labeled as such in the property of the sheet including the she	erson's Patent Drawing Revie —· er's Amendment / Comment on R 1.84(c)) should be written on	or in the Office action of the drawings in the front (not the b	ack) of	
7. DEPOSIT OF and/or INFORMATION about the department attached Examiner's comment regarding REQUIREMEN			te the	
Attachment(s) 1. ☐ Notice of References Cited (PTO-892) 2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948) 3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SI Paper No./Mail Date 4. ☐ Examiner's Comment Regarding Requirement for Deposition of Biological Material	6. Interview S Paper No 3/08), 7. Examiner	nformal Patent Application (PTO-Summary (PTO-413), ./Mail Date s Amendment/Comment s Statement of Beasons for Allowater PRIMARY EXAMART UNIT 21	ance YERL MNER	

Application/Control Number: 10/003,714

Art Unit: 2173

1

Allowable Subject Matter

- 1. This Office Action is in response to the Amendment filed 05/30/04.
- 2. The substitute drawing (filed 05/30/04) of Figure 2 is accepted.
- 3. Claims 1-11 and 13-16 are allowed.
- 4. Reason for allowance

The Examiner has carefully considered the independent claims 1, 2, 7, and 13. The "system" and "method" for "enhancing shopping" or "promoting purchase of a product" as claimed are not taught by the prior art of record. Powell teaches download coupons onto smart card, which can be removed and used at a check out station. Narasimhan teaches product information is broadcasted as a cable television signal from central location to be stored in a storage unit at the user's remote location. Neither of Powell nor Narasimhan teaches a memory device for storing "user entertainment preferences", or "viewer programming selections related to the entertainment device" or "channel", then establishing communication between the memory device and a shopping computer to present product information to a viewer, in specific combination as claimed in claims 1, 2, 7, and 13. These limitations define patentably over prior art of record.

- 5. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."
- 6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kieu D. Vu.

Application/Control Number: 10/003,714

Art Unit: 2173

The examiner can normally be reached on Mon - Thu from 7:00AM to 3:00PM at 703-605-1232 through the month of October, 2004 and at 571-272-4057 thereafter.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Cabeca, can be reached at 703-308-3116 through the month of October, 2004 and at 571-272-4048 thereafter.

The fax phone numbers for the organization where this application or proceeding is assigned are as follows:

703-872-9306

and / or:

703-746-5639 through the month of October, 2004 and 571-273-4057 thereafter (use this FAX #, only after approval by Examiner, for "INFORMAL" or "DRAFT" communication. Examiners may request that a formal paper / amendment be faxed directly to them on occasions).

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703-305-3900).

Kieu D. Vu

09/01/04

RAYMOND J. BAYERL PRIMARY EXAMINER ART UNIT 2173